



Ministry of Housing and Urban Affairs
Government of India



INDIA CYCLES 4 CHANGE CHALLENGE

Streets 4 People

CHALLENGE

Healthy Streets -
Capacity Development
Workshop 02

Building support for
walking and cycling





Building support for walking & cycling

The power of campaigns to transform cities

Over the past 2 years, 60+ cities have rolled out 500+ campaigns across the nation!



To bring pedestrians and cyclists on the streets...

1

75th
आजादी का
अमृत महोत्सव
Indore
Heritage Walk

கோவை சாலை விழா
Add life to your streets
3rd Oct 2021
DB ROAD
TIME : 6 - 10 AM

75th
Azadi Ka
Amrit Mahotsav
Cyclathon
WALK & CYCLE
A Step and A Peddle
Makes the difference
October 2021 - 06:00
Assembly @ Town
<https://forms.gle/s4BAiaksKgw>
Or Scan here

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75th
आजादी का
अमृत महोत्सव
सायार
मना रहा है
आजादी का
अमृत महोत्सव
Neon Cycle
Night Marathon
सायार साईं फिटी लिफ्टिंग
75th
आजादी का
अमृत महोत्सव
सायार साईं फिटी लिफ्टिंग

Jabalpur Smart City Limited
Is Celebrating Azadi Ka Amrit Mahatsav

- Women Power Ride
1st October 2021
Timing - 7 pm onwards
- Cycle Training Camp
1st October 2021
Timing - 7 AM to 10 AM
- Cycle for Freedom
2nd October 2021
Timing - 8:30 AM onwards
- Cycle Repair Clinic
1st October 2021
Timing - 7 pm onwards
- Walk for Freedom
2nd October 2021
Timing - 8:30 AM onwards
- Cultural Program
(20 Sep - 2 October)

75th
आजादी का
अमृत महोत्सव
Smart Park
6:30 am
1st October 2021
Azadi Ka
Amrit Mahotsav
Smart City Limited

75th
आजादी का
अमृत महोत्सव
Bencalau
2ND OCTOBER 2021, 7:00AM
WRI INDIA
Nurturing Neighbourhoods
Challenge

75 mins Cycling
@ EAT STREET - 06:00 AM, OCT 01 (SATURDAY)

- START POINT (END POINT)
- 1. PITHAPUR RAO'S GOVERNMENT COLLEGE (AUTONOMOUS), KARNATAKA
- 2. WATER TANK STREET
- 3. SRI BALA TRIPURA SUNDARI TEMPLE
- 4. TOWN HALL
- 5. MUNICIPAL OFFICE
- 6. JNTU KARNATAKA UNIVERSITY
- 7. RANGABAYA MEDICAL COLLEGE
- 8. SPANDANA COLLECTOR OFFICE

CONNECT TO THE PAST
Join us for a
CYCLOTHON
along Kochi's heritage

Registration Starts Today!
2nd October 2021
7 am (Depart @ 8:30 am)
Open Air Theater,
Fort Kochi
7 km
Registration link in description.
Registration closes by 11 pm

Organiser : Davanagere
Smart City Limited.
Event : Cyclathon for
Azadi Ka Amrit Mahotsav
(AKAM)

START
Sankar Bananna
Cycle, PB Road
Sri Bhadrappa
Chowdeshwar
Mangal

START TIME
06:00 AM

ROUTE MAP

2

To empower women!

FREEDOM
WALK & CYCLE



राष्ट्रीय सेवा योजन
सौमिधा कन्या महाविद्यालय
(स्वायत्तशासी)
अजमेर

FREEDOM
WALK & CYCLE

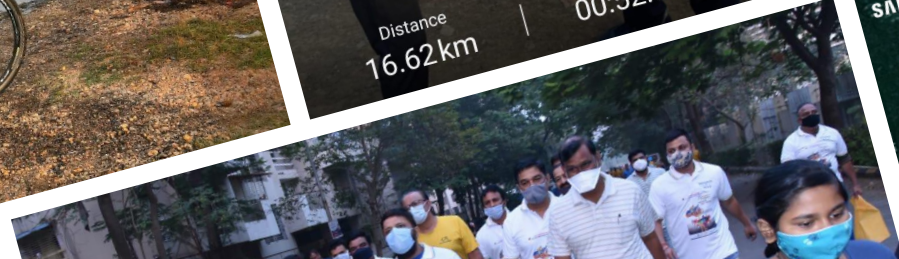
3

To make cycling and walking fun for children!



4

Leaders also got involved to set the right examples!



Creating Healthy Streets, Healthy Cities through the 2023 Goals

A. ACTION

to implement physical interventions

- A1. Test TUs & Implement permanent cycling interventions
- A2. Test TUs & Implement permanent walking/placemaking interventions

B. FOUNDATION

to bring institutional reforms

- B1. Adopt the **Healthy Streets Policy**
- B2. Adopt the **HS Design Guidelines**
- B3. Adopt the **3-Year Cycling & Walking Action Plan**
- B4. Adopt the **Parking Policy**
- B7. Set up the **HS Apex Committee**
- B8. Set up the **HS Department / Cell**

C. COMMUNICATION

to build momentum

- C1. Institutionalise the **Open Streets Campaign**
- C2. Declare & Host the **Pedestrian Day, Bicycle Day**
- C3. Institutionalise **Cycle2Work / Cycle2Shop Campaigns**

Open streets campaigns!

Cycle2Work campaign!

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Open streets campaigns!

Cycle2Work campaign!



450+ Open street campaigns rolled out since 2020!



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Open streets campaigns!

Cycle2Work campaign!

So, what is the Cycle2Work campaign?

Through repeated positive experience, cycling to work ingrains a habit among people.

The campaign nudges individuals to shift from their cars, motorbikes, taxis, and cycle to their workplace instead—hence building health, while benefiting the planet!



What are the benefits of Cycle2Work?

For society and the city



Lower congestion

Cycles occupy less space on the road



Carbon offsets

Helps reduce carbon footprint



Better air quality

Cycling is a zero emission mode of commute



Vibrant, healthy communities

The more people cycle, the more vibrant and healthy the city becomes

What are the benefits of Cycle2Work?

For individuals



Save money

Cycling is one of the most affordable of all modes



Better health

Helps boost physical & mental well being

For organisations



Better productivity

Individuals who cycle are more efficient & energized

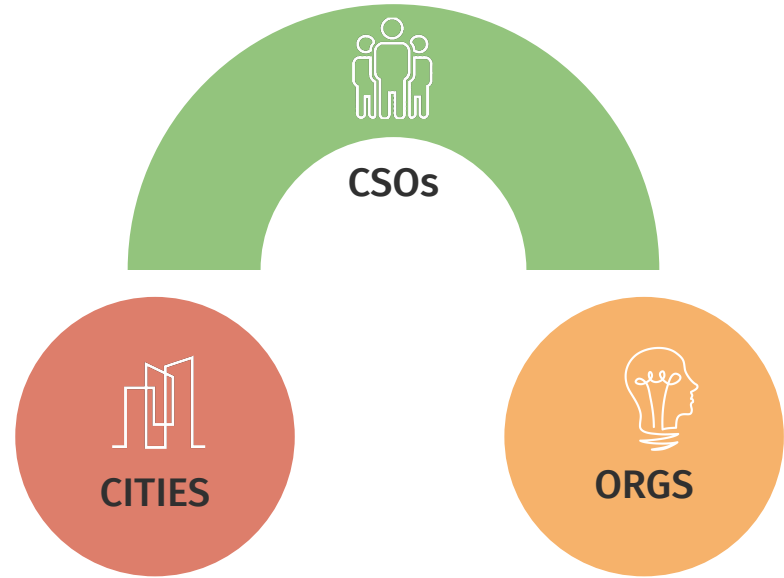
Who are the key players of the campaign?

CITIES: The city anchors and leads the campaign

ORGANISATIONS: Organisations participate in the campaign and encourage their team to cycle2work

PARTNER CSO(s): They keep the momentum going, they manage, monitor and promote the campaign

The city can also play this role, if they have the bandwidth to do so.

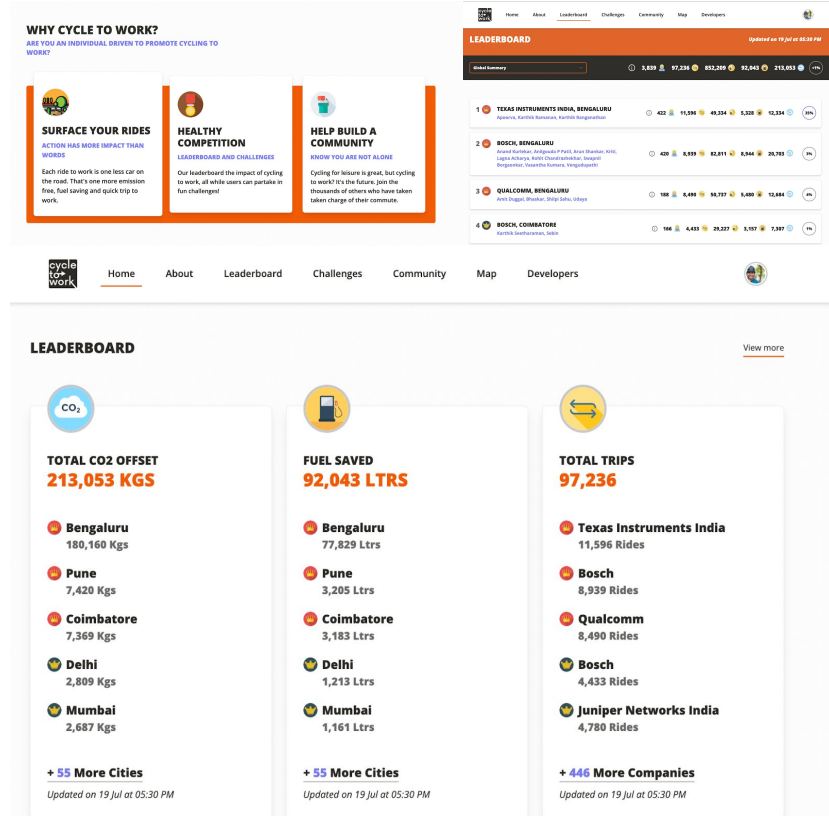


How is the campaign monitored?

The campaign can be monitored on the **Cycleto.work platform** where individuals register through their organisations.

Once connected, the platform does the rest!

Km travelled, fuel costs saved and carbon emission offsets are monitored on the platform.



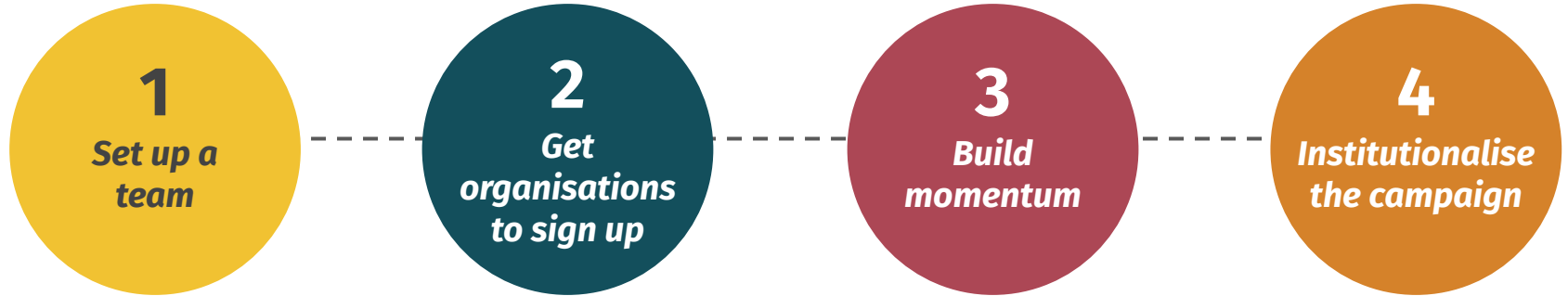
Source: Cycleto.work Platform by UrbanMorph



19 cities have initiated the Cycle2Work campaign!



There are 4 key steps to rolling out the Cycle2Work campaign:



Thank you and I hope this has inspired you to be a catalyst of change.

Presentation by Aangi Shah

